



FOR IMMEDIATE RELEASE

**TANITA IRONMAN BODY COMPOSITION SCALE WITH
SMART PHONE CONNECTIVITY AND FREE SOFTWARE**

New FDA Cleared Analyzer with Enhanced Accuracy

ARLINGTON HEIGHTS, IL (March 1, 2017) – Tanita Corporation, a world leader in precision scales and body composition analyzers, introduces their **New RD-901plus** Ironman® Body Composition Analyzer. Using radio wireless Bluetooth technology, monitoring the effectiveness of weight loss or training is easily done using your iOS or Android phone. The RD-901plus incorporates the very latest **Dual Frequency** bioelectric impedance analysis (BIA) technology. Dual frequency testing provides an additional level of accuracy to the body composition analysis process by providing essential data of a person’s intracellular and extracellular status.

The RD-901plus is an FDA cleared 510(k) type 2 medical device, with a weighing capacity of 440 lb (200 kg). BIA technology sends a safe, low-level electrical signal from foot electrodes through the body. This process is quick and non-invasive, and is one of the most thoroughly tested and reliable ways to measure body composition, clinically comparable to DXA (dual-energy x-ray absorptiometry) and hydrostatic (underwater) weighing. A body composition analysis using the RD-901plus will help assess the effectiveness of any weight loss or physical activity program.

Tanita is the **World’s First Company** to use dual frequency BIA in a consumer scale. This advanced technology provides additional analysis of cellular structure, and allows us to determine the ‘quality’ of the muscle tissue, in addition to its mass. Both ‘quantity’ and ‘quality’ of muscles are important in achieving high levels of performance in sporting events.

The RD-901plus provides an in-depth analysis of **11 body composition readings**. Measurements include: weight, body fat, muscle mass, muscle quality score, physique rating, bone mass, visceral fat, basal metabolic rate, metabolic age, total body water, and BMI. No other Bluetooth scale on the market offers such a wide array of capability, making it the world’s most accurate and in-depth home-use radio wireless body composition monitor.

The RD-901plus builds upon Tanita's very successful line-up of radio wireless weight scales and body composition analyzers. Unique recognition software allows a user to simply stand on the scale, it will then automatically take readings for that user. Measurements are displayed with color coded indicators providing an instant review of body status. Integrated Bluetooth 4.0 Technology automatically uploads data to the free Tanita HealthyEdge Mobile App (iPhone 4S or above, or Android phone 4.4 or above). Tracking progress is simple with easy-to-read charts, graphs and helpful assessments, perfect for fine-tuning any fitness or wellness activity.

The RD-901plus is powered by 4 AA batteries (included) which will last up to 1 year, and comes with a 90-day warranty. Call for pricing 866-859-3343 www.thecompetitiveedge.com.

About Tanita

Founded in 1944, Tanita Corporation is an ethical healthcare product manufacturer. The Company's core objective is to research and bring to market technologies that facilitate health monitoring, both for professionals and for the health-conscious public.

Today, Tanita is a world leader in the field of Precision Electronic Scales and Body Composition Analyzers. With global sales of more than 25 million units, Tanita has proven its superior technology, unique design and high manufacturing standards; earning ISO 9001:2008 certification, CE marking, NAWI Class III, MDD IIa, membership of the JQA (Japanese Quality Association) and FDA clearance.

The Company's international headquarters are located in Tokyo, Japan, with manufacturing facilities in Japan and China. It also maintains sister companies in the USA, China, India, Hong Kong and Europe.

After building a highly successful business manufacturing bathroom scales, Tanita focused its developmental research on the links between weight and health. Following extensive research to establish the relationship between excess body fat, heart disease, diabetes and certain cancers; Tanita introduced the world's first Integrated Body Fat Scale to medical research professionals in 1992. Using this same technology, Tanita then developed the world's first Body Fat Monitor Scale for personal use in 1994.

Over the years, Tanita's accuracy, innovation and durability has set the gold standard for Bioelectrical Impedance Analysis (BIA) scales and monitors. Backed by extensive clinical research and a Medical Advisory Board of independent world class researchers and consultants, its products are trusted by physicians, clinicians, sports scientists and health & fitness experts worldwide.

What is Bio-electrical Impedance Analysis?

Bio-electrical Impedance Analysis (BIA) measures body composition by sending a low, safe electrical signal through the body via the footplate and hand electrodes on your Body Composition Monitor. The signal passes freely through fluids in muscle and other body tissues but meets resistance when it passes through fat, which contains little fluid. This resistance is called 'impedance'. The data is used, along with gender, height and weight to calculate body composition. Tanita BIA technology is clinically validated against the Gold Standard DXA and proven to be highly accurate.

About World Triathlon Corporation

World Triathlon Corporation (WTC) is a Tampa-based company recognized for athletic excellence, distinguished events and quality products. The WTC portfolio includes Ironman, Ironman 70.3, 5150 Triathlon Series, Iron Girl and IronKids, which have a combined total of more than 180 events worldwide each year. Supported by partners including Timex, PowerBar, K-Swiss and TYR, Ironman is the No.1 user-based sports brand in the world and has been a respected name in triathlon since its inception in 1978.

For more information on Tanita and their products, visit www.Tanita.com.